



NEVADA
COMMISSION
ON TOURISM

Third Quarter 2008 VOLUME XVI

A Digest of Statistical Information on the Nevada Tourism Industry

Discover *the* Facts

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NEVADA
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ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2006	2007	PERCENT CHANGE
October	4,665,863	4,576,691	(1.9%)
November	4,118,438	4,197,123	1.9%
December	4,124,411	4,179,846	1.3%
MONTH	2007	2008	PERCENT CHANGE
January	4,361,312	4,105,000	(5.9%)
February	4,175,696	4,185,013	0.2%
March	4,910,243	4,619,041	(5.9%)
April	4,547,530	4,408,812	(3.1%)
May	4,616,031	4,585,859	(0.7%)
June	4,669,235	4,438,632	(4.9%)
July	4,951,404	4,642,005	(6.2%)
August	4,855,796	4,681,991	(3.6%)
September	4,582,332	4,063,495	(11.3%)
TOTAL	54,578,292	52,683,508	(3.5%)

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	10,000,315	9,370,164	(6.3%)
Laughlin	786,536	735,251	(6.5%)
Mesquite	395,323	319,630	(19.1%)
Washoe County	1,424,359	1,294,446	(9.1%)
All other counties	1,783,000	1,668,000	(6.4%)
TOTAL (State)	14,389,533	13,387,491	(7.0%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2006	2007	PERCENT CHANGE
October	580,999	465,114	(19.9%)
November	675,955	670,701	(0.8%)
December	212,930	167,922	(21.1%)
MONTH	2007	2008	PERCENT CHANGE
January	851,031	738,844	(13.2%)
February	980,861	937,122	(4.5%)
March	766,204	675,238	(11.9%)
April	592,754	609,953	2.9%
May	607,687	610,639	0.5%
June	508,926	517,309	1.6%
July	311,473	300,269	(3.6%)
August	778,561	601,541	(22.7%)
September	448,544	394,620	(12.0%)
TOTAL	7,315,925	6,689,272	(8.6%)

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	1,399,124	1,195,906	(14.5%)
Laughlin	37,687	22,859	(39.3%)
Washoe County	54,805	30,240	(44.8%)
All other counties	46,962	47,425	1.0%
TOTAL (State)	1,538,578	1,296,430	(15.7%)

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2006	2007	NET CHANGE
October	85.9%	86.7%	0.8
November	81.2%	80.7%	(0.5)
December	75.1%	75.4%	0.3
MONTH	2007	2008	NET CHANGE
January	79.8%	78.4%	(1.4)
February	85.6%	83.3%	(2.3)
March	89.5%	85.8%	(3.7)
April	88.4%	84.3%	(4.1)
May	87.1%	83.9%	(3.2)
June	87.9%	84.1%	(3.8)
July	87.5%	82.9%	(4.6)
August	86.9%	84.5%	(2.4)
September	86.9%	79.8%	(7.1)
MONTHLY AVG	85.2%	82.5%	(2.7)

Third Quarter 2008 Area Highlights

AREA	2007	2008	NET CHANGE
Clark County:			
Las Vegas	91.5%	86.4%	(5.1)
Laughlin	72.7%	71.3%	(1.4)
Mesquite	82.4%	67.3%	(15.1)
Lake Tahoe*	85.1%	85.8%	0.7
Washoe County	78.4%	69.9%	(8.5)
All other counties	65.5%	68.6%	3.1
QUARTER AVG (State)	86.2%	81.5%	(4.7)

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2006	2007	PERCENT CHANGE
October	4,753,390	4,798,747	1.0%
November	4,300,038	4,325,654	0.6%
December	4,129,048	4,176,528	1.1%
MONTH	2007	2008	PERCENT CHANGE
January	4,396,719	4,342,228	(1.2%)
February	4,270,204	4,367,394	2.3%
March	4,938,291	4,851,780	(1.8%)
April	4,717,228	4,605,092	(2.4%)
May	4,802,607	4,740,854	(1.3%)
June	4,705,157	4,602,094	(2.2%)
July	4,848,022	4,692,650	(3.2%)
August	4,804,421	4,787,641	(0.3%)
September	4,656,064	4,400,439	(5.5%)
TOTAL	55,321,189	54,691,100	(1.1%)

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	11,239,218	10,925,933	(2.8%)
Laughlin	715,690	698,950	(2.3%)
Mesquite	203,462	167,586	(17.6%)
Lake Tahoe*	183,951	173,697	(5.6%)
Washoe County	1,224,484	1,141,351	(6.8%)
All other counties	741,701	773,212	4.2%
TOTAL (State)	14,308,506	13,880,729	(3.0%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2006	2007	PERCENT CHANGE
October	178,525	178,607	0.0%
November	176,430	178,712	1.3%
December	177,393	178,656	0.7%
MONTH	2007	2008	PERCENT CHANGE
January	177,834	178,551	0.4%
February	178,082	180,897	1.6%
March	177,889	182,338	2.5%
April	177,823	182,145	2.4%
May	177,887	182,198	2.4%
June	178,422	182,462	2.3%
July	178,716	182,502	2.1%
August	178,341	182,840	2.5%
September	178,542	183,769	2.9%
END OF PERIOD	178,542	183,769	2.9%

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	133,434	137,690	3.2%
Laughlin	10,696	10,657	(0.4%)
Mesquite	2,683	2,706	0.9%
Lake Tahoe*	2,350	2,354	0.2%
Washoe County	17,064	18,111	6.1%
All other counties	12,315	12,251	(0.5%)
END OF PERIOD (State)	178,542	183,769	2.9%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2008.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2006	2007	PERCENT CHANGE
October	\$ 1,443,826	\$ 1,489,857	3.2%
November	1,587,669	1,647,801	3.8%
December	1,643,169	1,784,532	8.6%
MONTH	2007	2008	PERCENT CHANGE
January	1,479,144	1,414,481	(4.4%)
February	1,167,145	1,218,220	4.4%
March	1,536,132	1,614,064	5.1%
April	1,524,091	1,568,777	2.9%
May	1,986,120	1,807,519	(9.0%)
June	1,669,650	1,729,435	3.6%
July	1,739,775	1,712,758	(1.6%)
August	1,525,089	1,423,130	(6.7%)
September	1,536,927	1,316,011	(14.4%)
TOTAL	\$ 18,838,739	\$ 18,726,585	(0.6%)

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County	\$ 4,278,595	\$3,989,736	(6.8%)
Washoe County	322,474	282,151	(12.5%)
Douglas County*	64,727	47,952	(25.9%)
Elko County	55,510	54,429	(1.9%)
Carson City	18,196	17,973	(1.2%)
All other counties	62,289	59,659	(4.2%)
TOTAL (State)	\$ 4,801,792	\$ 4,451,900	(7.3%)

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2006	2007	PERCENT CHANGE
October	\$ 1,062,743,000	\$ 1,164,875,000	9.6%
November	1,140,745,000	981,124,000	(14.0%)
December	1,062,941,000	1,095,422,000	3.1%
MONTH	2007	2008	PERCENT CHANGE
January	1,117,141,000	1,064,090,000	(4.7%)
February	1,056,373,000	1,014,824,000	(3.9%)
March	1,054,779,000	1,038,751,000	(1.5%)
April	1,053,250,000	1,000,113,000	(5.0%)
May	1,143,446,000	969,944,000	(15.2%)
June	959,985,000	949,317,000	(1.1%)
July	1,145,966,000	997,344,000	(13.0%)
August	1,016,480,000	934,120,000	(8.1%)
September	1,058,687,000	1,001,073,000	(5.4%)
TOTAL	\$ 12,872,536,000	\$ 12,210,997,000	(5.1%)

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:	\$ 2,682,168,000	\$ 2,432,452,000	(9.3%)
Strip	1,695,884,000	1,538,362,000	(9.3%)
Downtown	155,517,000	137,704,000	(11.5%)
Laughlin	149,122,000	136,967,000	(8.2%)
Mesquite	40,464,000	31,661,000	(21.8%)
County balance	641,181,000	587,758,000	(8.3%)
Washoe County	284,734,000	258,991,000	(9.0%)
Lake Tahoe*	96,674,000	96,156,000	(0.5%)
Elko County	80,110,000	74,389,000	(7.1%)
Carson Valley Area	32,401,000	28,907,000	(10.8%)
All other counties	45,046,000	41,642,000	(7.6%)
TOTAL (State)	\$ 3,221,133,000	\$ 2,932,537,000	(9.0%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2006	2007	PERCENT CHANGE
October	4,510,377	4,535,035	0.5%
November	4,290,606	4,216,181	(1.7%)
December	4,227,677	4,086,782	(3.3%)
MONTH	2007	2008	PERCENT CHANGE
January	4,107,566	4,003,239	(2.5%)
February	3,894,751	4,025,903	3.4%
March	4,721,481	4,603,795	(2.5%)
April	4,445,882	4,181,648	(5.9%)
May	4,659,111	4,404,776	(5.5%)
June	4,674,175	4,328,053	(7.4%)
July	4,802,028	4,374,602	(8.9%)
August	4,822,538	4,329,001	(10.2%)
September	4,341,997	3,756,335	(13.5%)
TOTAL	53,498,189	50,845,350	(5.0%)

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
McCarran Int. (Las Vegas)	12,485,961	11,177,765	(10.5%)
Reno/Tahoe Int.	1,337,564	1,161,185	(13.2%)
North Las Vegas	69,944	39,927	(42.9%)
Laughlin/Bullhead Int.	46,785	54,169	15.8%
Elko Airport	13,899	12,034	(13.4%)
Henderson Exec. Airport	12,410	14,858	19.7%
TOTAL (State)	13,966,563	12,459,938	(10.8%)

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2006	2007	PERCENT CHANGE
October	2,043,367 *	2,234,783 **	9.4%
November	2,015,778 *	2,467,237	22.4%
December	2,118,420 *	2,447,990	15.6%
MONTH	2007	2008	PERCENT CHANGE
January	1,920,324 *	2,092,608	9.0%
February	1,844,965 *	2,138,901	15.9%
March	2,073,797 *	2,488,722	20.0%
April	1,873,612 *	2,321,012	23.9%
May	2,714,662	2,565,340	(5.5%)
June	2,880,588	2,654,991	(7.8%)
July	3,032,027	2,491,537 ***	(17.8%)
August	2,836,524 **	2,521,778 ***	(11.1%)
September	2,408,292 **	2,059,826 ***	(14.5%)
TOTAL	27,762,356	28,484,725	2.6%

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
I-15 at Primm/Jean	2,007,703	1,869,165	(6.9%)
I-15 at Mesquite	316,326 **	1,063,293	236.1%
I-80 at Verdi	1,597,207	- ***	(100.0%)
I-80 at Wells	282,107	293,168	3.9%
All other entry points	4,073,500	3,847,515	(5.5%)
TOTAL (State)	8,276,843	7,073,141	(14.5%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through April 2007 do not contain any data.

**Due to road construction on Interstate 15 at Mesquite, the traffic totals for August through October 2007 do not contain any data.

***Due to road construction on Interstate 80 at Verdi, the traffic totals for July through September 2008 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2006	2007	PERCENT CHANGE
October	2,126,859	2,118,732	(0.4%)
November	1,359,119	1,396,251	2.7%
December	935,795	1,116,416	19.3%
MONTH	2007	2008	PERCENT CHANGE
January	1,064,904	933,966	(12.3%)
February	1,146,961	1,123,478	(2.0%)
March	1,745,087	1,930,046	10.6%
April	2,250,617	2,202,589	(2.1%)
May	2,546,432	2,722,601	6.9%
June	3,111,730	3,101,741	(0.3%)
July	3,579,622	3,320,848	(7.2%)
August	3,400,303	3,402,689	0.1%
September	2,567,513	2,578,624	0.4%
TOTAL	25,834,942	25,947,981	0.4%

Third Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Nevada State Parks	1,327,279	1,188,271	(10.5%)
Great Basin Nat. Park	37,612	34,241	(9.0%)
Lake Mead Nat. Rec. Area	2,711,750	2,334,178	(13.9%)
Hoover Dam Visitor Center	259,805	241,191	(7.2%)
Red Rock Canyon	144,241	143,971	(0.2%)
Grand Canyon Nat. Park	1,649,049	1,728,514	4.8%
Zion Nat. Park	995,750	1,046,911	5.1%
Bryce Canyon Nat. Park	654,958	686,754	4.9%
Death Valley Nat. Park	199,600	343,231	72.0%
Yosemite Nat. Park	1,567,394	1,554,899	(0.8%)
TOTAL (All Parks)	9,547,438	9,302,161	(2.6%)

Information Sources

CARSON CITY CONVENTION & VISITORS BUREAU

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

CARSON VALLEY CHAMBER OF COMMERCE

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

ELKO CONVENTION & VISITORS AUTHORITY

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

ELY BRISTLECONE CONVENTION CENTER

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

FALLON CONVENTION CENTER

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

HAWTHORNE CONVENTION CENTER

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

HENDERSON CONVENTION CENTER & VISITORS BUREAU

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

LAKE TAHOE VISITORS AUTHORITY

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

LAS VEGAS CONVENTION & VISITORS AUTHORITY

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824 • www.VisitLasVegas.com

MCCARRAN INTERNATIONAL AIRPORT

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov/grba

NEVADA DEPARTMENT OF TRANSPORTATION

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

NEVADA GAMING CONTROL BOARD

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

PERSHING COUNTY COMMUNITY CENTER

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccof

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

RENO-TAHOE INTERNATIONAL AIRPORT

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • www.renoairport.com

TAHOE-DOUGLAS CHAMBER OF COMMERCE

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
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TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

WINNEMUCCA CONVENTION & VISITORS BUREAU

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

Nevada State Map

